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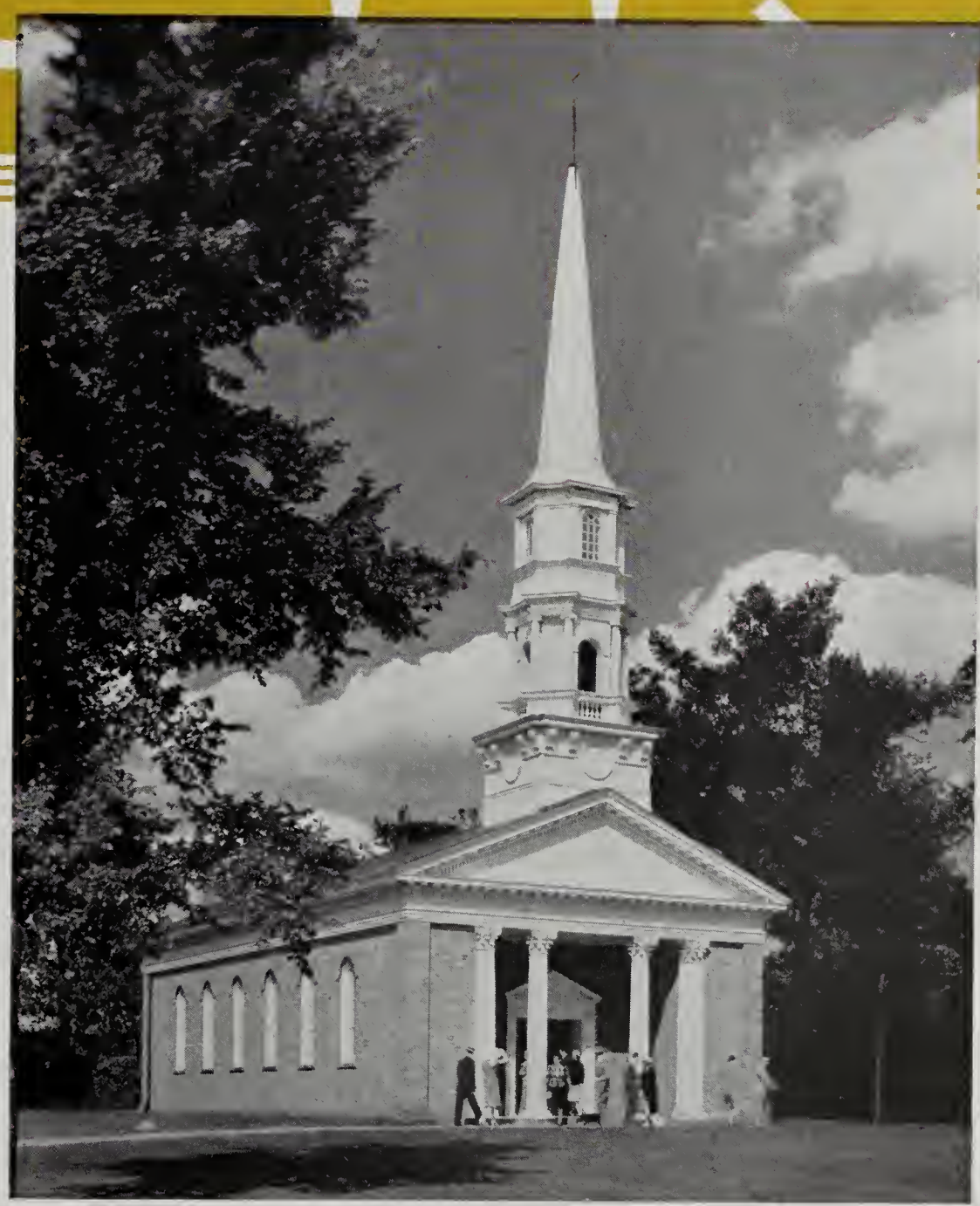
Coming—In the next issue of the UEF News announcement will be made of a most convincing piece of "EK" Sales Literature entitled "318,200 Keystrokes and Operations Eliminated" on one Accounts Receivable Application, with the Electrified Elliott Fisher. The attractive folder detailing this most unusual piece of sales literature has "gone to press" and will soon be ready for distribution.



One of the most imposing structures in HENRY FORD'S *Greenfield Village, named for the mothers of* MRS. FORD, *and* MR. FORD—*the Chapel of Martha and Mary—the bricks and doors in the building are from the girlhood home of* MRS. FORD. *A sweet-toned bell cast by* PAUL REVERE, JR. *calls the village children to daily service, at Dearborn, Michigan. Greenfield Village is a monument to* MR. FORD'S *friendship for* THOMAS A. EDISON

Vol. 8 • UNDERWOOD ELLIOTT FISHER COMPANY • No. 3

Crossing the Bar

Sunset and evening star,
And one clear call for me!
And may there be no moaning of the bar
When I put out to sea,

But such a tide as moving seems asleep,
Too full for sound and foam,
When that which drew from out the boundless deep
Turns again home.

Twilight and evening bell,
And after that the dark!
And may there be no sadness of farewell
When I embark;

For, though from out our bourne of Time and Place
The flood may bear me far,
I hope to see my Pilot face to face
When I have crost the bar.

Alfred, Lord Tennyson

In loving memory of Effie Nichols Wagoner, wife of our president Philip Dakin Wagoner, we reprint Alfred Lord Tennyson's eternal poem • Mrs. Wagoner passed away October twenty-fourth, nineteen hundred and forty

NEWS

Vol. 8 No. 3

Family Magazine of the Underwood Elliott Fisher Company, Published at One Park Avenue, New York, N. Y.

Andrew Cerruti . . . . *Editor*

The Man Who Tried and Failed

The presidential election is behind us . . . the people have signified their preference for one candidate over another, one philosophy over another, one set of "issues" over another.

As we face forward to meeting the problems so emphatically emphasized during the campaign, we should give a thought to the unsuccessful candidate; and, like good sportsmen, extend him our hand and our good wishes.

With the bitterness of the campaign behind us, we can well afford to lay aside all prejudices, all fears, all animosities and knuckle down to the hard work of rebuilding our wealth, reviving our faith in our country, and revitalizing our opportunities. Every man can play his part—even the humblest in the ranks of the vanquished! For it is they—the ones who tried and failed—who are necessary for a 100% pull-all-together pull.

One of the grandest traits of the good sportsman—after the excitement of each contest has subsided—is the traditional and sincere spirit reflected when the loser grasps the hand of his opponent and says "Good luck to you, it was a glorious experience."

True, the spirit of conquest will never die. That is what makes our country great. Today our thoughts are centered on conquering the forces within our borders which undermine our American form of government, our American institutions, our American hopes and opportunities. We have no fear of the future, simply because we have the will, the spirit and the courage to meet and master the problems of our continually expanding economy.

Our sincerest good wishes to the man who tried and failed. May the victor justify the faith reposed with him. With an awakened American conscience we can all get behind the winner and help him do the kind of a job we want him to do.

And if we, some of us, fail in our aspirations, let it be said that we too, tried; and like good sports, let us go back to our desks or machines imbued with the thought that there is always hope for the man who brings "glory" out of defeat.

Stimulated by a combination of circumstances, none the least the public announcement of the New Electric Keyboard of the Elliott Fisher Accounting-Writing Machine, as well as the splendid sales accomplishments of the Typewriter, Adding Machine and Supplies Division, the 1940 Reward of Merit Contest is swinging into an encouraging stride. The closing date of the contest is December 31st and many agreeable surprises are expected before the final sales results are tabulated—and President Wagoner's personally signed checks awarded.

As we go to press it is most encouraging to observe sixty-four salesmen have qualified for the 1940 All-Star Salesmen's Club. With a good span of time between now and December 31st others will undoubtedly take their places with the All-Stars.

I need not stress the importance of every District Manager, Branch Manager, Assistant Branch Manager and Salesman bending every effort to present President Wagoner with a brilliant termination of the 1940 Reward of Merit Contest; and I urge every salesman, even those who have already qualified for President's Checks, not to slacken the pace but to exercise their greatest effort during the closing weeks of the contest. Good luck to every one of you!

W. F. Arnold

Out Front

With apologies to the revered Hoosier poet

James Whitcomb Riley

I'm a'tellin' all you fellers
that the man who takes the brunt,
Is the lad who never bellers
but keeps out there in front.
He's the bucco who's the leader
that keeps pluggin' right along,
Always figg'rin (base deceiver)
life's one melody of song!
Boys, I tell yer, he's the pawn o'fate—
he's always in the lead—
'Cause his motto is to circulate
and preach a helpful creed.
He lets folks know the reasons
why he does 'em all such good;
Jes as though 'twere next to treason
fer to be misunderstood.
Yep, he's all the time appraisin'
of the virtues of his kit,
How he saves 'em work while raisin'
ther production quite a bit;
Folks soon sort'er get to know 'im,
and believe in what he says,
Fer they figger he's not blowin'
and they like his friendly ways.
Pretty soon they get to askin'
all about his pesky traps
An', believe me, there's no maskin'
when *HE* goes around the laps!
No, siree, he tells 'em all about
the how, and where, and why—
'Cause he knows there ain't eny doubt
they're primin' up to buy!
Man, alive—it's like a weddin'
when a man takes on a wife,
As the man out front is headin'
to a business friend fer life.
Fer when a buyer and the seller
strike a bargain clean and fair,
Yer cannot blame a feller
fer a scratchin' uf his hair,
As he falls to meditation
on the leg-work he must spend
To get a demonstration
an' make a business friend.
Fer there's no friends, I'm a'tellin'
like the ones a feller finds,
When he's out in front a'sellin',
where he meets all different kinds.
Yep, he gets up every mornin'
with a pleasin' thought in mind;
Sort'er breakin' through the dawnin'
like a ray of hopeful kind—
There must be a demonstration
as a clincher for a sale—
And by glorified tarnation
he can't afford to fail!
So, be off about your callin', lad
and don't bewail an' grunt,
The hardest road won't seem so bad
if yer heart an' mind's out front!

Elliott Fisher COMPLETELY Electrified!

A LOT of care, conscientious effort and considerable expense was invested in this campaign, a spanking fine three-piece direct-mail "pre-selling" activity with plenty of life, color, appeal . . . and selling points.

It announces to the public—your qualified prospects—one of the greatest Elliott Fisher machine developments of the decade—the Electrified Keyboard Elliott Fisher Machines redesigned in the style moderne for greater speed and ease of operation.

Perhaps never, in the history of the company, has such an impressive and logical sales opportunity been afforded as with the New Elliott Fisher . . . nor a more alluring sales potential.

Practically every present Elliott Fisher user, with equipment that is now obsolete or ready for replacement, as well as every user interested in modernizing accounting or record-writing procedure, is a quick-fire prospect. And there are thousands of them who will welcome a demonstration of this really modern and easier operated Elliott Fisher.

It is a "natural" with the operators. No more finger-strain or fatigue—the gentlest touch of a key instantly actuates the electrically driven type bar and electric powerized key-action completes the typing. To operators generally the Electrified Keyboard is proving a revelation—a speed-up production feature which actually reduces manual effort—a key-action more rapid than the fastest "touch" operator.

The success of this very fine "EK" pre-selling direct-mail campaign, as far as YOU are concerned, depends entirely on YOU.

IMPRESSIVE DIRECT MAIL PRE-SELLING CAMPAIGN

- **Prepare a List of Qualified Elliott Fisher Prospects.**
- **Send Them to Headquarters on Duplicate Forms Provided.**
- **Send in Additional Prospects As They are Qualified.**
- **Duplicate Lists Will Be Returned with Mailing Dates.**
- **Call on Your Prospects During the Mailing Period.**
- **Mailings to New Prospects Can Start at Any Time.**

It will not be sent promiscuously to every concern on the list. Only "Qualified" Elliott Fisher prospects will receive the three attractive mailing pieces—prospects "Qualified" by YOU as firms or individuals you KNOW are logical prospects . . . not Sundstrand, nor Underwood prospects—but definitely Elliott Fisher prospects that you have interviewed and can qualify as Elliott Fisher prospects.

On duplicate forms provided for the purpose, send in names of these qualified prospects, as rapidly as you develop them, beginning with those you already have listed for sales contact.

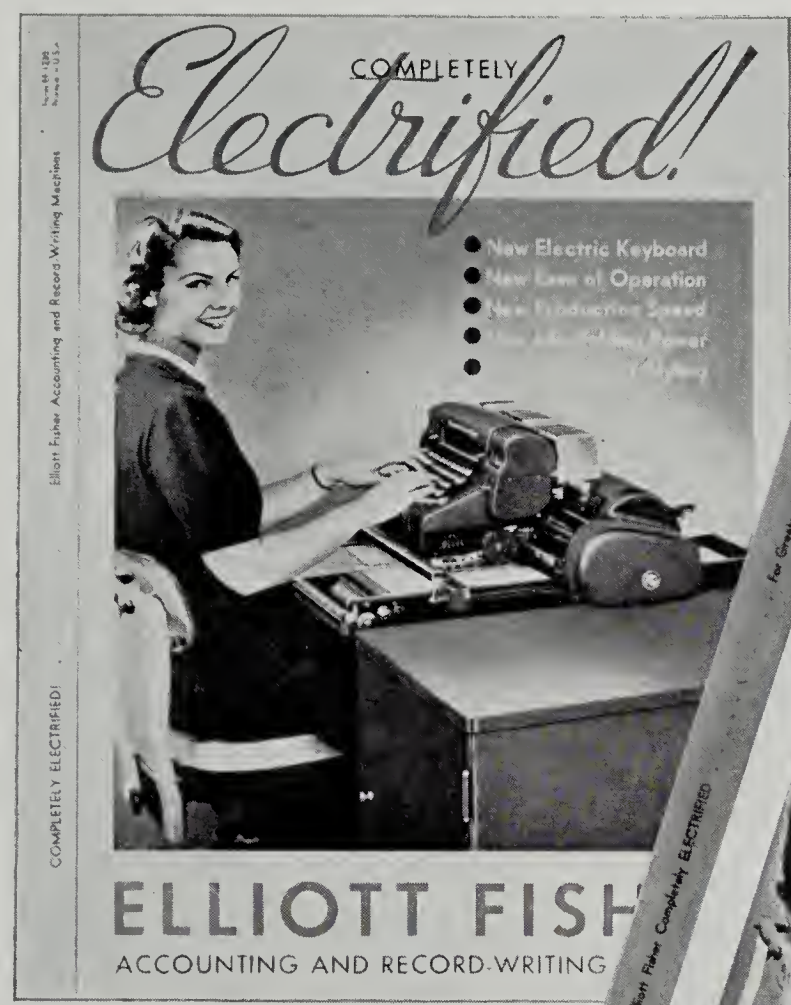
Immediately on receipt of your lists (they can be sent in every few days in installments of a half dozen names each time, if you wish) three envelopes for each of the three pieces will be addressed and filed for ten-day interval mailings, beginning with the day of addressing.

Every mailing piece has a reply card addressed back to headquarters. Every reply card received will be immediately forwarded to the salesman who sent in the prospect's name for sales action.

When you send in an installment of names, as soon as the envelopes to cover them are addressed the duplicate copy of each list will be stamped and DATED, indicating the DATE OF MAILING OF THE FIRST PIECE. This duplicate will be promptly returned to you so that you can arrange to *personally contact the names during the period of mailing.*

Sample sets of these "EK" Announcement Mailing pieces have been sent to each Branch Office. Be sure to carry a clean, fresh set with you al-

For Your



Colorful and appealing, the first mailing in this impressive series of "EK" Mailings, will instantly arouse the interest of any qualified "EK" prospect, particularly Elliott Fisher users whose equipment is about ready for replacement.

The second mailing of the series presents another combination of convincing salient features—printed in a different color scheme than the first piece—with impressive illustrations of the redesigned Elliott Fisher. It will be mailed ten days after the first mailing, a second contact with your qualified prospects.

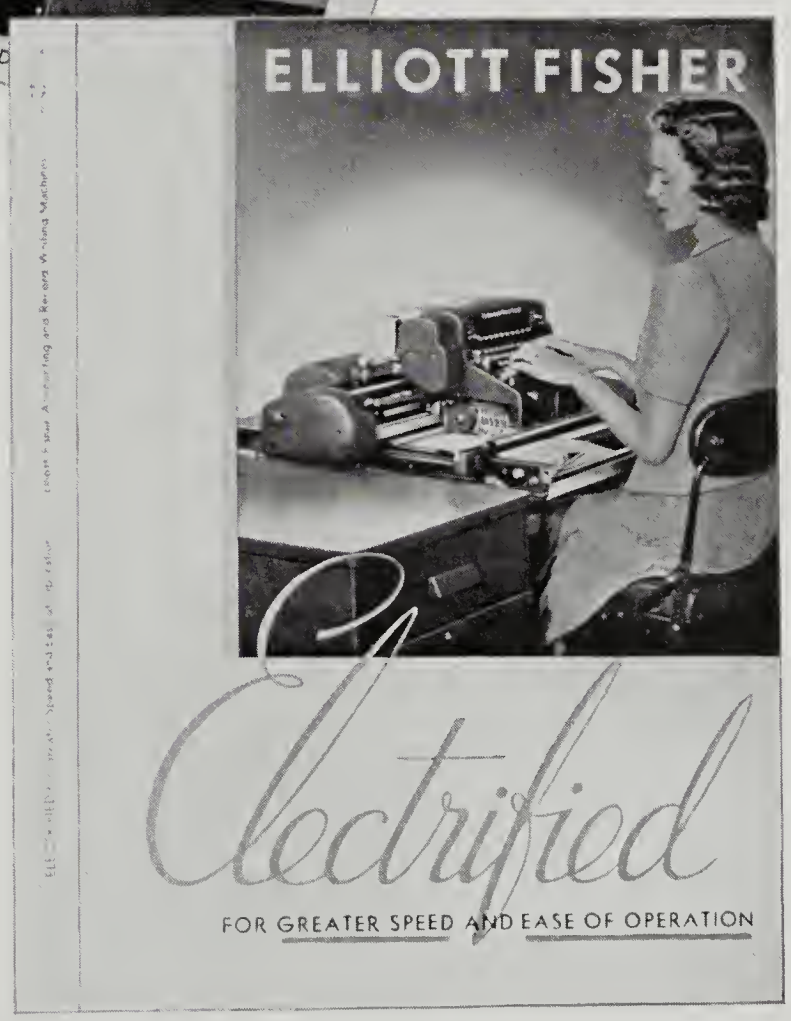
ways. (If you need any more sample sets, write for them.)

Follow the line of least resistance. Begin by sending in the names of Elliott Fisher users in your territory, especially those whose equipment has been in use for five or more years. THIS IS YOUR MOST FERTILE FIELD—as you don't have to "sell" Elliott Fisher "from the ground up" but, rather, the Electric Keyboard and other new features of Elliott Fisher. These users are already "sold!" They are your quick-fire prospects for "EK".

The Reward of Merit Contest closes on December 31st. This "EK" campaign can be a stepping stone to one of President Wagoner's personally signed Reward of Merit Checks, if you will get behind the campaign with . . .names . . . personal calls . . . and sales—there is still time to break through, over a month for a whirlwind finish!

A Summary of ALL the "EK" Features

is most interestingly and attractively arranged in this, the third and last mailing of the "EK" Announcement Campaign. The inside spread of this folder literally overflows with compelling selling points—a summary of features that will undoubtedly impress many of your qualified prospects. In the "follow through" with personal calls, every salesman should proudly flash this inside spread on his prospects. It will hit the bull's eye! You send in the names . . . we will send the pieces—three of them—mailed at ten-day intervals.



Qualified "EK" Prospects

FIELD FLASHES

Trophies in the UEF *Fall Golf Tournament, Bridgeport*

The above collection of trophies was won by guests in the Fall Golf Tournament sponsored by the Bridgeport Works, at the Race Brook Country Club, Orange, Connecticut. The first prize trophy was won by H. Hughes of Hartford with a low gross of 73. J. Crockett of Hartford with a low net of 69 won the second prize trophy. Trophy for the third prize was won by G. Hart of Bridgeport with a second low gross of 78. The second low net of 69 won the fourth prize trophy for J. Gillane of Bridgeport. The Kickers Contest was won by J. May of Bridgeport and F. McKenna of Bridgeport. The Kickers Pool was won by J. A. Werner of New York and C. A. Callaghan of Bridgeport. W. Thompson of Hartford won the first prize in the Putting Contest with G. Hurst of Bridgeport and G. W. Clark of Hartford tie for second place.

The tournament was headed by C. Bledsoe, of Bridgeport, as the Chairman.

Company Policy for Men Entering United States Service

Men of the UEF Organization called to military service are concerned with more than one problem when planning to adjust themselves to the new conditions confronting them. However enthusiastically they may enter the service, they are naturally faced with the question of employment at the end of their period of military service. The UEF News proudly proclaims the company's policy on this question.

L. C. Stowell, Executive Vice President of the Company, recently announced the Company's policy with reference to employees entering military service. Mr. Stowell stated:

"As in the past, the Underwood Elliott Fisher policy will be to return employees entering the military service, insofar as possible, to their former positions or to equivalent positions with the same rates of pay as at the time of leaving. Further, the company will consider their service as continuous as though they had not been absent for military service."

Mr. Stowell also called attention to the fact that it is the intention of the company to go further than the requirement of the law by including all men who volunteer for service in the National Guard or in any other branch of the Army or Navy, as well as those called to the colors under the selective service law.

• • •

Patrick J. McIntee, Superintendent of Assembly at the Hartford Works, received the congratulations of his friends and associates on the completion of 40 year's continuous service with the organization.

Mr. McIntee joined the Company in 1900 when the plant was located at Bayonne, New Jersey, and he moved to Hartford when the plant was housed in the old Woodbine Street building. On the occasion of his 40th anniversary, the entire personnel of the assembly division celebrated the occasion with him and banked his office with floral tributes and other tokens of their respect and esteem.

Throughout the forty years of his association with the assembling of Underwood typewriters, Mr. McIntee has enjoyed the respect and admiration of his operating personnel to a point rarely achieved by supervisors.

The above illustration from the *Hartford Times,* shows our young veteran who was born on March 5th, 1873. The entire Underwood Elliott Fisher Organization joins in extending congratulations to Patrick J. McIntee.

Testimonial Dinner in honor of THOMAS J. MCMAHON, *Albany Branch Manager*

TOM MCMAHON, Manager of the Albany Branch Office, was given a testimonial dinner on September 21st, in honor of his 47th Anniversary in the Office Equipment Industry.

Friends from near and far gathered in Albany at the invitation of the Dinner Committee, which included J. S. LARSON, E. A. BRADLEY and C. V. BACKUS. The Steak Dinner was held at Keeler's Restaurant and TOM's friends took full advantage of the opportunity to get in the spirit of good fellowship and to give full and lasting expression of their respect and admiration for their good friend.

The dinner was a complete surprise because the committee had arranged with a friend who attended the dinner to bring MR. MCMAHON to Keeler's at 6:30, under the impression of another engagement. When MR. MCMAHON entered the Dutch Room where the dinner was held, he was greeted, much to his surprise, by MR. L. G. BANKER, Purchasing Agent Emeritus of the General Electric Company, and then by MR. HARRY L. ERLICHER, Purchasing Agent of General Electric and his staff consisting of MR. FRIEBERG, MR. HUSTON, MR. WEBB and MR. WHITE.

MR. MCMAHON was further surprised when EMIL TREFZGER, WILLIAM F. ARNOLD, NORMAN D. MACLEOD and JAMES D. DONOVAN entered the room followed by G. H. CROSSAN, W. H. SHEPLER, D. S. SAMMIS and others. He no sooner started to greet them when in walked F. U. CONARD and L. G. JULIHN who were accompanied by J. A. HOLTON. Atlantic District Manager ROBERTS popped in at this moment followed by Atlantic District Branch Managers and in the slanguage of today, this almost knocked our guest of honor for a couple of loops. MR. ROBERTS, as Toastmaster, did a fine job.

No words of ours could add more to the list of the fine qualities of TOM MCMAHON than the following excerpt of the tribute delivered by MR. LOUIS G. BANKER at the Testimonial Dinner.

"This occasion pleases me immensely; to have an opportunity to add a rose-in-words to a bouquet of friendship for my dear friend, TOM MCMAHON, is indeed a pleasure . . . TOM MCMAHON has many fine qualities of heart and mind; a man of good principles, honesty, sincerity, sympathy, devotion to his friends—and more, all mixed with abundant good humor.

"I have never heard uttered a disparaging word of TOM MCMAHON. No wonder, therefore, that his friends are legion, and his popularity a testimonial to his good character; TOM—I congratulate you for having so lived your life, that you have earned the respect, esteem and affection of a legion of friends—a rich reward."

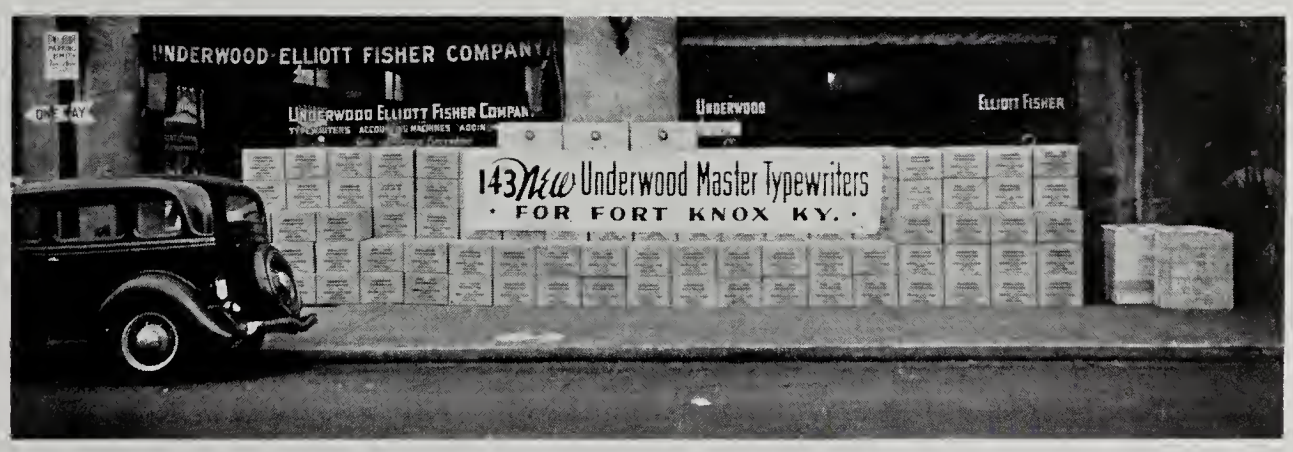
• • •

GEORGE MERRITT MACWHORTER, 41, Assistant Branch Manager in charge of Accounting Machines at Washington, D. C., died Sunday, October 27th, at his home, 3114 Rittenhouse Street, N. W.

MR. MACWHORTER was born in Washington and lived there all his life. He was born August 8th, 1899.

He began his career with the Organization December 1st, 1917. He resigned in March, 1923, and was reemployed May 16th, 1935.

Surviving are his wife, MRS. MARION RITCHE MACWHORTER; two sons, ROBERT B. and GEORGE M. MACWHORTER, JR., and his mother MRS. IDA EMMETT MACWHORTER, all of Washington. To them goes the deep and heartfelt sympathy of the UEF Organization.



The Louisville branch office nominates as the most interesting sale of the month, the 143 Underwood Master Typewriters sold by salesman DAVID W. STRANGE, *to the Supply Officer, Armored Force School and Replacement Center, Fort Knox, Kentucky. The Underwood Master was fully demonstrated in competition with all other leading machines. They are to be used in school work in training the soldiers quartered at Fort Knox. Illustration shows shipment in front of our office, 3rd and Guthrie Streets.*

Branch Manager H. FRANCIS, JR., *congratulates salesman* DAVID W. STRANGE *on consumation of the sale of 143 Underwood Master Typewriters for use at Fort Knox.*

UNDERWOOD'S *Gift* IN AN ENLIGHTENED ERA

The Gift for Jean

High school sophomore and class secretary. What could be more appropriate, more useful, more adaptable to her everyday activities than a trim, graceful, rapid Underwood Portable Typewriter? A lasting remembrance, built by the Typewriter Leader of the World! There is a model for every need and every purse.

The Gift for Father

With his own rapid Underwood Portable Typewriter, at home, Father can reduce and perhaps eliminate overtime at the office. It will be a great convenience for him to be able to leisurely and accurately prepare reports, statements or other vital records—a gift that will make Dad's work easier and keep his correspondence up-to-date.

The Gift for Buddy

Every salesman, such as Buddy, should have a Portable Typewriter. When it comes as a gift, from one near and dear, it assumes a significance beyond that of any other gift—useful, practical and lasting, and a constant reminder of the giver. Be sure to select an Underwood—built by the Typewriter Leader of the World!

The Underwood Portable Typewriter

Printed in U. S. A.